

Message Text

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ACTION EUR-12

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FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
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AMEMBASSY BONN

UNCLAS STOCKHOLM 1894

BONN FOR IMC COLOGNE

E.O. 11652: N/A
TAGS: BBSR, SW
SUBJECT: GLOBAL MARKET RESEARCH: BUSINESS EQUIPMENT
AND SYSTEMS - SWEDEN

REF: STATE 97367

1. THREE FIRMS SUBMITTED BIDS FOR SUBJECT MARKET RESEARCH; PRICES
AND QUALIFICATIONS OF ALL THREE ARE VERY COMPETITIVE.

2. IMI-INDUSTRIELLA MARKNADSinSTITUTET AB SUBMITTED BID OF SW.KR.
24,000 (APPROX. \$5217 AT 4.6 EQUALS \$1). MATS FRYXELL WOULD SUPERVIS
E
STUDY; HSHAS BUSINESS AND MARKETING DEGREES FROM UNIVERSITY OF
STOCKHOLM AND STOCKHOLM SCHOOL OF BUSINESS ADMINISTRATION. HE WORKED
IN ADVERTISING IN NEW YORK 1965 AND 66 AND WAS MARKETING DIRECTOR
OF SWEDISH TRADE COMMISSION IN CHICAGO 1974-76. RESEARCH ASSISTANTS
ARE FREDRIK OLANDER, BIRGITTA ABDON, MARIE LOUISE NYSTROM.
PRIOR RELATED RESEARCH: "TELECOMMUNICATIONS EQUIPMENT" FOR USDOC,
"CHARTING AND GRAPHING SYSTEMS" FOR DYMO INTL OF BELGIUM,
"AWARENESS OF AND ATTITUDES TOWARD COMPUTER MANUFACTURERS" FOR
SIEMENS DATA OF SWEDEN, "OPINIONS ON COMPUTER MANUFACTURERS" FOR
HLR ADVERTISING IN SWEDEN, "DEVELOPMENT WITHIN COMPUTER INDUSTRY"
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FOR IBM EUROPE IN PARIS. BID BASED ON "AT LEAST 40"
INTERVIEWS.

3. AB KONSULTERNA BID SW.KR. 22,000 (APPROX. \$4783)
BASED ON 50 INTERVIEWS. MIKAEL BRENNING WOULD SUPERVISE STUDY
WITH ASSISTANCE FROM PARTNER LARS HOLMSTROM. FIRM ALSO WOULD
DRAW UPON EXPERTISE OF ASSOCIATES IN THE CTI GROUP OF ASSOCIATED

COMPANIES. KONSULTERNA CURRENTLY ENGAGED IN COMPUTERS-SWEDEN (AND MACHINE TOOLS - SWEDEN AND NETHERLANDS) GMR. PREVIOUS RELATED RESEARCH FOR USDOC INCLUDES GRAPHICS EQUIPMENT.

4. INTERMARKET AB BID \$4600 FOR STUDY WITH 40 INTERVIEWS. ERIK DAHLBERG (WHO PREVIOUSLY HAS HELD ANNUAL CONTACT FOR USDOC RESEARCH) WOULD CONDUCT STUDY. OF STUDIES CONDUCTED FOR USDOC, "SAFETY AND SECURITY EQUIPMENT" WAS THE MOST RELATED TO CURRENT STUDY. DAHLBERG WORKED 14 YEARS IN MARKETING WITH TWO LARGEST SWEDISH MANUFACTURERS OF OFFICE EQUIPMENT.

5. IMI SAID IN BID THAT DUE TO SWEDISH HOLIDAY PERIOD FROM JUNE 23 TO AUGUST 6 STUDY COULD NOT BE DELIVERED BEFORE AUGUST 31 AND FIRM WOULD MUCH PREFER TO HAVE UNTIL SEPT. 15. OTHER TWO BIDDERS ALSO MENTIONED THE PROBLEMS CREATED BY HOLIDAY PERIOD; THEY SAID ALTHOUGH AN ADEQUATE REPORT COULD BE PRESENTED BY AUGUST 14, TWO WEEKS LONGER WOULD BE NECESSARY TO INSURE BEST CHOICE OF INTERVIEWEES.

6. POST RECOMMENDS STUDY BE PLACED WITH LOWEST BIDDER INTERMARKET AB. DUE TO ERIK DAHLBERG'S PERSONAL EXPERIENCE AND CLOSE CONTACTS WITH THIS FIELD IN SWEDEN, POST EXPECTS HE WILL PRODUCE EXCELLENT STUDY.

7. BOTH OTHER FIRMS WOULD PRODUCE GOOD RESEARCH STUDIES AND BID PRICES ARE ONLY marginally HIGHER. SOME ADVANTAGES WOULD UNCLASSIFIED

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UNDOUBTEDLY BE DERIVED FROM KONSULTERNA CONDUCTING THIS STUDY CONCURRENTLY WITH THE COMPUTERS GMR, HOWEVER WITH TWO OTHER STUDIES TO BE PRODUCED IN SAME TIME FRAME THERE IS SOME POTENTIAL OF OVERLOADING FIRM.

8. REGARDING DUE DATE MENTIONED PARA 5 ABOVE, POST RECOMMENDS CONTRACT SPECIFY DRAFT REPORT BE PRESENTED AUGUST 23 AND FINAL REPORTS AUGUST 31. THIS WOULD BE ACCEPTABLE AND APPRECIATED BY ALL THREE BIDDERS. KENNEDY-MINOTT

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Document Unique ID: 00
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Format: TEL
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TAGS: BBSR, SW
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